

REMARKS

The specification has been amended to correct editorial errors on page 18.

The paragraphs replaced or added by this amendment discuss subject matter presented in Table 4, pages 19-20 (see page 18, line 31). The various activities listed in Table 4 are described in the numbered paragraphs beginning on page 17, line 26. The activities discussed in the paragraphs replaced or added by this amendment conform to the activities described in Table 4 of the specification. Accordingly, no new matter is being added.

In this regard, it is respectfully pointed out that the original paragraph numbered (3) at page 18, lines 11-18 merely repeats the wording of the preceding paragraph, lines 3-10. This is clearly a simple editorial error; the body of the paragraph has been amended to conform to the section labeled "Determine Outside-In view of Customer Wants and Needs" in Table 4.

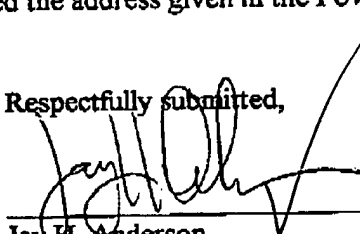
The new paragraph, labeled "(4) Validate Outside-In view of Customer Wants and Needs," likewise conforms to the corresponding activities presented in Table 4 (bottom of page 19).

The numbering of the paragraphs has also been amended, so that the order of the paragraphs follows the activities listed in Table 4.

In view of the foregoing amendments and remarks, the applicants respectfully request favorable consideration and early passage to issue of the present application.

The applicants' undersigned attorney may be reached by telephone at (845) 894-3667. All correspondence should continue to be directed the address given in the Power of Attorney.

Respectfully submitted,



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